

# NUTRI-NET NEWS

October 2000

This newsletter is a service of the Nutrition Education Network of Wisconsin. The Network is designed to enhance coordination and communication among agencies and organizations that educate Wisconsin's low income individuals and families about nutrition and food.

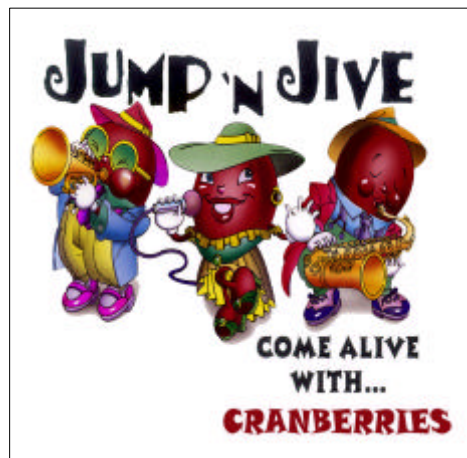
*Nutri-Net News* shares brief information about programs and materials that support healthful and enjoyable eating.

Visit our Web site at:  
<http://www.nutrisci.wisc.edu/nutrinet/>

## Introducing...

**The newest of the *JUMP 'N JIVE* characters:**

**"The Cranberry Swing Trio"**



Along with the *JUMP 'N JIVE* logo of the six lively dancing fruit, three musical cranberries are making their debut this fall on a newly developed cranberry tip sheet. (See the Network Update on the last page of this newsletter for more details.)

## Team Nutrition Training Grant 2000

Wisconsin Department of Public Instruction was awarded a Team Nutrition (TN) Training Grant for the period September

1, 2000 through December 31, 2001. The focus is to work with supporters and collaborators, such as the school food service staff, to train key decision-makers on the

*(Continued on page 2)*

## Dietary Guidelines for Americans 2000:

- ▲ Aim for Fitness
- Build a Healthy Base
- Choose Sensibly

*...for good health*

## Subscription Information

*Nutri-Net News* is published quarterly. It can be sent to you by mail or e-mail.

Contact:

Kate Pederson  
WI Nutrition Education  
Network Coordinator  
Nutritional Sciences  
1415 Linden Drive  
Madison, WI 53706-1571  
Phone: (608) 265-2108

*e-mail: pederson@nutrisci.wisc.edu*

FAX: (608) 262-5860

<http://www.nutrisci.wisc.edu/nutrinet/>

# Nutri-Net News

new Dietary Guidelines for Americans 2000 (DGAs 2000.)

Through the decisions made about a vast array of issues including financial, environmental, educational, staff levels, etc, these key decision-makers can have far-reaching effects on the health of students and staff. By helping these decision-makers internalize the concepts of the DGAs 2000, the potential for positively impacting the health of the students and staff increases greatly.

With this grant, we plan to train over 57,000 key decision-makers on the DGAs 2000:

- 6,400 administrators
- 3,700 school board members
- 32,600 teachers, nurses, counselors, psychologists and social workers
- 14,600 parents

## How will this be done?

Three cadres of trainers will be trained on the DGAs 2000:

- Teachers who have been trained through the DPI *Power of Teaching* training sessions
- Nutrition professionals participating in the *Adopt a Nutrition Professional Initiative*
- Public health nutritionists participating in the *PANT (Physical Activity, Nutrition and Tobacco) Summits* in Spring 2001.

These three cadres of trainers will then train decision-makers at the local level. Vehicles for this training will include inservices to School and Community Health and Safety Councils, teacher inservices, parent presentations, and presentations at conferences. In addition,

- The Nutrition Power Task Force, a collaboration of seven statewide organizations interested in the nutrition health of children, will publish articles in applicable journals and newsletters.
- Menu backs will be developed and sent to schools on each of the DGAs 2000.
- A DPI website devoted to the DGAs 2000 will be developed.

If you have any questions or would like more information about the Team Nutrition Training Grant 2000, please contact the project director: Julie Allington, Nutrition Education Consultant, Department of Public Instruction,

## Quest Card Conversion - Almost Complete

*Jon Janowski, Director for Advocacy, Hunger Task Force of Milwaukee*

The Wisconsin Quest card conversion for the state is almost complete. Only Milwaukee County food stamp recipients remain to be converted from paper food coupons to the new electronic card. Milwaukee County began its three-month rollout period in August as almost one-third of its 36,000 food stamp cases began to receive training. By the end of November, all food stamp recipients in Wisconsin will be utilizing the Quest card.



**Thus far many county administrators and food retailers have had positive experiences with the Quest cards.**

Where the conversion is complete (all counties except Milwaukee County), about 97 percent of clients have activated their cards. The cards have largely eliminated agency headaches over replacing stolen stamps. Most retailers have had a relatively easy time processing the cards. Retailers are reimbursed more quickly and they receive payment for their processing service.

## How do the customers rate the cards and the conversion process?

According to retailers and economic support supervisors, most customers like the anonymity of the cards. Many people are able to access benefits more quickly. Yet, many advocates note that customers in some counties continue to have problems accessing their benefits due to problems with the cards and the toll-free customer ser-

*(Continued on page 3)*

# Nutri-Net News

vice hotline.

## Have some clients slipped through the cracks?

The Hunger Task Force of Milwaukee and other advocates are concerned that the new system has adversely affected some food stamp clients. Some lingering issues include:

- The state's customer service line (1-877-415-5164) only recently began to allow non-English and non-Spanish speaking recipients to access its services. Although the state indicated in summer 1999 that it would accommodate other languages through this toll-free hotline, it did not implement a full array of language services until August, 2000. How many food stamp clients (particularly Asian-American and Russian clients) have called this phone line and were unable to receive services? Although this number is unknown, advocates fear that a significant number of clients may have simply dropped out of the Food Stamp Program because they could not speak to a customer service representative in either Spanish or English.

The state Department of Workforce Development admits that the customer service line has provided spotty service throughout the Quest implementation. DWD is working with advocates to intensively test the phone service to identify problems and fix them.

- The Hunger Task Force of Milwaukee (HTFM) is concerned about reports in southeastern Wisconsin from clients who have been unable to purchase groceries with their Quest cards. Some clients report that they have tried to use their card in a checkout lane, but for whatever reason (equipment malfunction, PIN entered incorrectly, clients using their cards too soon) the clients' cards were denied. In this situation, checkout clerks are supposed to initiate a manual voucher process so clients can purchase their groceries. Advocates have heard reports that some checkout clerks are not doing this, and clients are walking out of grocery stores empty-handed as a result.
- In Milwaukee County, advocates continue to have concerns over the office hours of County and W-2 agencies. Clients are currently being scheduled for

in-person training appointments only during regular business hours.

Moreover, clients who cannot make these training appointments must call a rescheduling hotline that is only operable until 5:30 p.m. HTFM continues to advocate for some evening and Saturday hours so working clients can attend their training sessions, pick up their Quest card, and not lose access to their food stamp benefits.

- There continue to be problems with Milwaukee County's hotline to which clients must call to reschedule their Quest training appointments. Clients who do not speak English are having trouble accessing the line, and some clients who leave messages to reschedule are not getting called back.

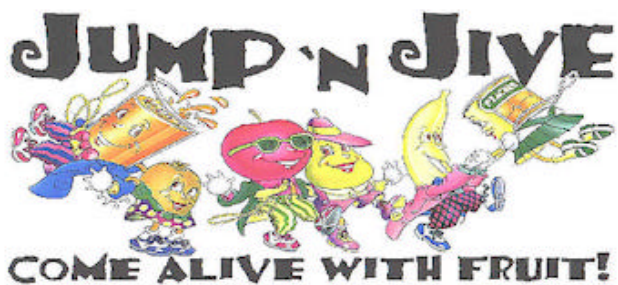
## What is being done to address the needs of all clients?

1. Hunger Task Force of Milwaukee continues to work with Milwaukee County and other community-based organizations to ensure that clients hear about the Quest conversion. To date, the Task Force has distributed over 100,000 of its colored Quest flyers and posters, and it also continues to do basic Quest trainings at various community sites.
2. Hunger Task Force of Milwaukee is going to be working with the DWD this fall to set up Quest "listening sessions" throughout Wisconsin with advocates and food stamp clients. The purpose of these sessions will be to identify continuing Quest problems and develop solutions to improve the Quest system for clients.

### What can you do?

If you would like to work with Hunger Task Force of Milwaukee to set up local focus group meetings, or if you have Quest issues to report or questions to ask, contact Jon Janowski at 414-777-0483 or [jon@hungertaskforce.org](mailto:jon@hungertaskforce.org).

# Nutri-Net News



By the time you read this newsletter, *JUMP 'N JIVE - Come Alive With Fruit!* campaign will be in full swing in 28 Wisconsin counties and Great Lakes Inter-Tribal Council. To refresh your memory, this multi-agency social marketing and nutrition education campaign promotes fruit/juice at breakfast among food stamp eligible parents and caregivers. The message will be actively promoted during the months of October and November 2000.

Nutrition educators from WNEP, WIC, Elderly Nutrition, schools and Head Start from the participating counties are enthusiastically promoting *JUMP 'N JIVE* through interactive displays, fruit demonstrations, classroom activities and other nutrition activities. Tip sheets, posters, colorful stickers, mylar fruit balloons, press releases, newsletter articles, and school lunch menu backs will also help spread the *JUMP 'N JIVE* message.

Along with the campaign's logo of the six lively dancing fruit, three musical cranberries are making their debut this fall on a newly developed cranberry tip sheet. (See page 1 of this newsletter) The cranberry tip sheet was modeled after the original tip sheets (apples, pears, bananas, peaches, kiwifruits, and oranges/orange juice) and includes the following topics: How to Buy, How to Store, Quick & Easy Tips, and a breakfast recipe. In addition, the original six tip sheets were translated into Spanish and will expand the audience reached during the campaign.

## Network Update

**Outcome data collection** from the campaign activities/materials and surveys submitted from agency coordinators and their partners will provide the basis for evaluation of the *JUMP 'N JIVE* campaign. This evaluation will help answer the following questions:

1. How well do activities that combine principles of social marketing and community-based education achieve increased awareness of the campaign's message and intention to change behavior?
2. How does the campaign affect partnering among agencies that provide nutrition education to limited-income audiences at the local level?
3. How does the partnering aspect of the campaign affect the impact of agency nutrition education?

In addition, collaborating agency partners will provide input in deciding whether to implement another round of the *JUMP 'N JIVE* campaign. Other options are to expand the message of the campaign, or retire the campaign and develop a new one.

### OUR MISSION:

The Nutrition Education Network of Wisconsin facilitates collaborative planning of nutrition education programs at the state and local levels. We promote healthful and enjoyable eating so that Wisconsin's low income individuals and families receive consistent, positive, relevant, accurate, and effective nutrition messages.

*Nutri-Net News* is one way that the Network shares information and